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REFERENCE

HOUSE

BUILT ON

SAND



DOES NOT LAST — UNLESS IT HAS A FIRM FOUNDATION

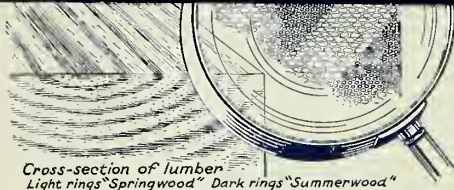
The coat of Paint which protects your house will not last — unless IT has a firm foundation

MOORWHITE PRIMER PROVIDES A PERFECT FIRST COAT **FOR THE FINISH COAT OF PAINT**

paints are due, not to the quality of the paint used for the finish coat or to workmanship, but to the improper type of the first coat.

The durability and life of outside paint depends to a great extent upon the grade of oil used by the manufacturer and in the best paints, only the highest grade obtainable is used. This oil binds the pigment or color together protecting it from the weather. When the oil leaves the final coat of paint, the color fades out and it commences to chalk. Therefore the oil or binder must stay in the film and not be absorbed by the surface upon which it is applied.

Wood used as siding on houses or buildings is never uniform; this is due to the nature of its growth. Each year there are two layers of wood formed by the tree's growth, one, "summer-wood" or dark, sappy layer; the other "spring-wood" or light layer.



In lumber used for building construction, both these hollow and filled tubes are exposed thus causing an uneven porous surface. When the ordinary priming paint is applied to this lumber, some of the oil or life of the paint is sucked into the hollow tubes of the wood leaving an uneven film, part with very little oil and some with all of it. An uneven film of this kind is what causes paint to check or pull apart. This absorption of the oil is also responsible for the light spots in a finish coat; the oil has been taken away from the pigment in spots and it looks lighter or faded in color. Oil makes dry pigments darker in color. That is why a freshly painted house appears darker than when it

lumber forms with the pigment a dense uniform layer of paint that does not absorb any oil from subsequent coats. This prevents spotting, early chalking and fading on practically all exterior painting.

Moorwhite Primer overcomes the necessity of mixing special priming coats (except rust inhibitive) as it is prepared for use and should be used as it comes from the can on all types of surfaces. Where it is to be used as a primer for colors other than white, Moorwhite Primer may be tinted with pure oil colors, or a small quantity of the finish coat may be added as tinting material, not more than a pint to the gallon of Moorwhite Primer. No other thinners or pigment should ever be added.

Moorwhite Primer seals porous wood, dry coarse plaster and any building material of a porous nature, making such surfaces uniform and overcoming the cause in nearly all cases of peeling, checking or cracking.

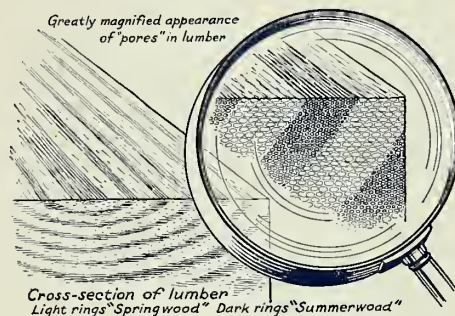
THE USE of a first class exterior paint and good workmanship does not always guarantee a lasting satisfactory job. The foundation or priming coat is of the utmost importance and usually determines the life of the finished job, especially on new work. Even though a poor priming coat is covered with one or more coats of paint, its injurious effect upon the final coat is not lessened.

More and more attention is paid to the value of proper priming, and research has shown that many failures of first grade paints are due, not to the quality of the paint used for the finish coat or to workmanship, but to the improper type of the first coat.

The durability and life of outside paint depends to a great extent upon the grade of oil used by the manufacturer and in the best paints, only the highest grade obtainable is used. This oil binds the pigment or color together protecting it from the weather. When the oil leaves the final coat of paint, the color fades out and it commences to chalk. Therefore the oil or binder must stay in the film and not be absorbed by the surface upon which it is applied.

Wood used as siding on houses or buildings is never uniform; this is due to the nature of its growth. Each year there are two layers of wood formed by the tree's growth, one, "summer-wood" or dark, sap-py layer; the other "spring-wood" or light layer.

"Summer-wood" is dense and non-porous because it is saturated with resin; the light "spring-wood" is just tubes of fiber through which the moisture is carried from the roots to the leaves. When lumber is dried the moisture in the "spring-wood" is driven out, the tubes become hollow, and the "summer-wood" remains filled with resin. A cross section of a tree appears in the illustration.



In lumber used for building construction, both these hollow and filled tubes are exposed thus causing an uneven porous surface. When the ordinary priming paint is applied to this lumber, some of the oil or life of the paint is sucked into the hollow tubes of the wood leaving an uneven film, part with very little oil and some with all of it. An uneven film of this kind is what causes paint to check or pull apart. This absorption of the oil is also responsible for the light spots in a finish coat; the oil has been taken away from the pigment in spots and it looks lighter or faded in color. Oil makes dry pigments darker in color. That is why a freshly painted house appears darker than when it

has been painted some time and the paint has begun to chalk.

Moorwhite Primer is a first coater or priming coat especially formulated and manufactured to overcome such difficulties as spotting, premature chalking and cracking of the paint film. The oil used in manufacturing this primer is so made that very little is lost by absorption into the pores of the wood, and that remaining on the surface, is of such an exceptionally adherent nature, that peeling will not occur. The greater part of the oil remaining on the surface of the lumber forms with the pigment a dense uniform layer of paint that does not absorb any oil from subsequent coats. This prevents spotting, early chalking and fading on practically all exterior painting.

Moorwhite Primer overcomes the necessity of mixing special priming coats (except rust inhibitive) as it is prepared for use and should be used as it comes from the can on all types of surfaces. Where it is to be used as a primer for colors other than white, Moorwhite Primer may be tinted with pure oil colors, or a small quantity of the finish coat may be added as tinting material, not more than a pint to the gallon of Moorwhite Primer. No other thinners or pigment should ever be added.

Moorwhite Primer seals porous wood, dry coarse plaster and any building material of a porous nature, making such surfaces uniform and overcoming the cause in nearly all cases of peeling, checking or cracking.

As it dries dust free in five hours, it is not as liable to be affected by sudden showers or dust storms as slower drying primers. No exterior priming coat should be painted over for at least three days.

The covering capacity of Moorwhite Primer depends entirely upon the nature of the surface upon which it is applied. Ordinarily, on new lumber it will spread about 700 square feet to the gallon. However, on rough or very porous surfaces, it will not go as far.

The hiding capacity of this primer is exceptional, with the result that by its use sometimes a coat of paint is saved.

The following size packages are available: 50 gallon barrels, gallon cans, and quarts. White only.

Manufactured by
Benjamin Moore & Co.
Paints, Varnishes and Murecos

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